

These consumers are increasingly sophisticated. Half of the people in the survey had been to the U.S. to shop. In general, Mexican consumers of imported clothing are aware of what is fashionable, what is available and at what cost.

MEXICAN POPULATION TRENDS

MILLIONS

Age	1995	Percentage	2000	Percentage
0-4	10.9	11.5	11.7	11.3
5-9	10.2	10.8	10.7	10.4
10-14	10.1	10.7	10.1	9.8
15-19	10.1	10.7	10.0	9.6
20-24	10.3	11.0	10.0	9.6
25-29	9.0	9.5	10.2	9.8
30-34	7.4	7.8	8.9	8.6
35-39	6.0	6.4	7.3	7.1
40-49	8.7	9.3	10.7	10.3
50-64	7.6	8.1	9.2	8.9
65 plus	3.9	4.2	4.8	4.6
Total	94.7	100.0	103.9	100.0

Source: Consejo Nacional de Población (CNP), National Population Council and the Instituto Nacional de Estadística, Geografía e Informática (INEGI), National Institute for Statistics, Geography and Informatics.

INCOME

The market for clothing, especially for high-quality imported clothing, is limited by the relatively low income of most Mexicans. In 1990, about 20 percent of Mexicans had incomes of US \$10,000 or more. This group, which now numbers roughly 20 million people, is considered the primary market for most imported consumer goods.

Some types of imported clothing are attainable only by wealthy Mexicans. The availability of a broader choice of high-quality apparel, mainly from European and U.S. suppliers, is leading this group to increasingly buy at home, rather than abroad.